



The things you'd never put in the Family Laundry

YES, it's beginning to look dusky around the edges of the cuff. There's a suspicious looking shadiness along the roll of the collar. Your precious new Georgette—You haven't the heart to dump it in with the general laundry. And yet you daren't wear it another time. It will only get duskier, and meet a still harder treatment from the heartless laundress.

If only you *knew* that that woman would not rub the life and the newness out of your dainty things!

Remember how she yellowed that gleaming white satin blouse in one washing? And the flesh colored crepe de Chine that everybody liked so much? Ruined! the very first day you trusted it out of your own hands!

You cannot afford to have your nicest things go so fast.

Don't hate the laundress! Don't squander your energy feeling murderous towards her! She has no grudge against your filmy things. She doesn't want to ruin them. She's simply keeping on washing them in the only way she knows—the old, old way that was good enough when materials were coarse and heavy and could stand hard usage.

You, yourself, with a fraction of the energy you once spent hating the laundress, can now gently rinse the dirt out of your filmiest things—take them from the pure Lux suds soft and gleaming and new!

The secret? No rubbing of a cake of soap on fine fabrics! No rubbing again to get the soap and the dirt out. Just the gentle cleansing with pure Lux suds that frail things must have to keep them unhurt.



Silk Underwear! Silk stockings! Lacy jabots washed like new!

Ask any friend of yours how she keeps her dainty things so new. Her white satin collar and cuffs. Her silk underwear that does not turn yellow. Her fine laces that do not weaken or tear.

It's the Lux way that does it.

Lux is the most modern form of soap. There is nothing else like it. Lux comes in wonderful, delicate white flakes—pure and transparent. You tumble a tablespoonful of them into hot water, whisk them immediately into the richest, sudsiest lather, add cold water to make lukewarm.

then drop your most exquisite blouse into the pure suds.

A few minutes' soaking to loosen the dirt—then you dip your precious blouse, your daintiest silk underwear, up and down in the warm suds, gently press the cleansing suds through the fabric again and again. The Lux suds leave it clean and new—not a fiber roughened or torn or weakened in any way.

Lux is so pure that it will not harm anything that pure water alone will not injure.

Just try a package of Lux today. Try it on the most precious thing you have. You'll never again trust your fine things to the old way of washing—nor blame the laundress for her cruelty to delicate things. You'll simply keep on dipping your daintiest things in the Lux suds, and having them back like new in less time than you ever dreamed was possible.



Baby's little woolens—how you dread to trust them out of your own hands!

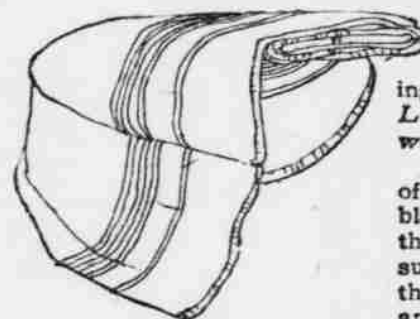
Try the new way—the Lux way. It's the free alkali in ordinary soaps that makes the wool fibers mat and shrink. It's the rubbing that shrinks and stiffens them.

The hot Lux suds—yes, very hot—will give them back to you soft and woolly with not a thread shrunken.

To wash baby's woolens

Mix very hot suds (two tablespoonfuls of Lux to the gallon), drop the flannels in, and let them soak till the water is cool enough for your hands to bear. Then swish the flannels up and down in the suds, till the dirt has been carried out of them into the suds. Rinse twice with clear water just as hot as the first water. Then a third rinsing of hot water in which you have dissolved a little Lux. (This leaves them wonderfully soft and woolly.) No twisting. Just squeeze the water gently out of the flannels, then hang them to dry in the shade. (Wash colored woolens in lukewarm suds and do not soak.)

You will bless Lux. You will always remember your delight with those first little flannels and booties that came so soft and new from their Lux tubbing.



Blankets, too. The miracle of Lux is not in cleansing sheer things only. Lux is wonderful for woolens.

Think of the luxury of not having to rub blankets! Just trusting them to the hot Lux suds—very hot suds—then wishing them up and down till every speck of dirt is out.

To wash blankets

Two tablespoonfuls of Lux to every gallon of water will give you a tubful of the richest lather, enough for a pair of large blankets. Then rinse twice in clear water, hot as the water in which you washed the blankets, with a little Lux dissolved in a third hot rinsing.

Don't twist the blankets—just pass them through a loose wringer, then hang to dry in the shade. You'll never believe until you try it yourself that blankets could remain so soft and fleecy, so clean and new.

After that, you'll hardly wait to drop your most expensive sweater into the Lux suds, your sport stockings, caps—anything that's woolen. Lux will always be a wonder to you. You will always take a fresh pleasure in the newness of the things you wash in Lux. (Wash colored woolens in lukewarm suds and do not soak.)



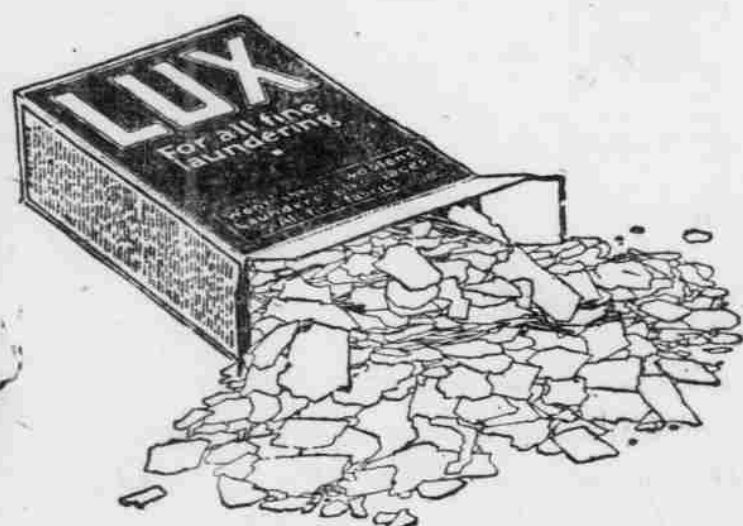
just gentle, pure Lux suds and no rubbing!

To wash laces

Whisk a tablespoonful of Lux into a thick lather in very hot water. Put the lace in and let it stand in the suds. Do not rub. Squeeze gently and dip up and down, unless very tender, in which case simply let stand in the suds. Rinse three times in water the same temperature as the water in which you washed it. Do not starch.

If the lace is very frail, before washing, it should be basted on a piece of shrunken cheese-cloth which may be pulled taut and pinned for drying. Otherwise it should be carefully pulled, every point pinned into shape and left until dry. This leaves the lace flat and makes ironing unnecessary.

Be sure to get your package of Lux today. Your grocer, druggist or department store has it. Lever Bros. Co., Cambridge, Mass.



LUX

Even in hard water Lux makes wonderful suds

Whisk a tablespoonful of Lux into a thick lather in half a basinful of very hot water. Add cold water to make suds lukewarm. Dip your blouse through the foamy lather many times. Squeeze the suds through it—do not rub. Rinse in three waters of the same temperature

as the water in which you washed it. Squeeze the water out—do not wring. Dry in the shade. When nearly dry press with a warm heavier a hot one. Georgette crepe blouse: be gently pulled into shape as they also should be shaped as they are ironed.

These things need never be spoiled by washing—Try washing them the Lux way

Silk Curtains	Lace Collars	Baby's Woolens	Corsets	Silk Underwear
Lace Curtains	Lace Jabots	Children's Fine Frocks	Georgette Blouses	Philippine Underwear
All Fine Fabrics	Washable Satin	and Lingerie	Washable Satin	Silk Stockings
Georgette Dresses	Collars and Cuffs	Washable Satin Skirt	Blouses	Fine Table Linens
Crepe de Chine	Sweaters	Corduroy Skirts	Crepe de Chine	Washable Gloves
Dresses	Blankets	Linen Skirts	Blouses	Washable Spats

To wash silk blouses

Whisk a tablespoonful of Lux into a thick lather in half a basinful of very hot water. Add cold water to make suds lukewarm. Dip your blouse through the foamy lather many times. Squeeze the suds through it—do not rub. Rinse in three waters of the same temperature